

STRATHCONA

RAILWAY TOWN

AND

MANUFACTURING CENTRE

OF

NORTHERN ALBERTA

FOR THE INSTRUCTION

OF DIRECTORS

SEPTEMBER 1961

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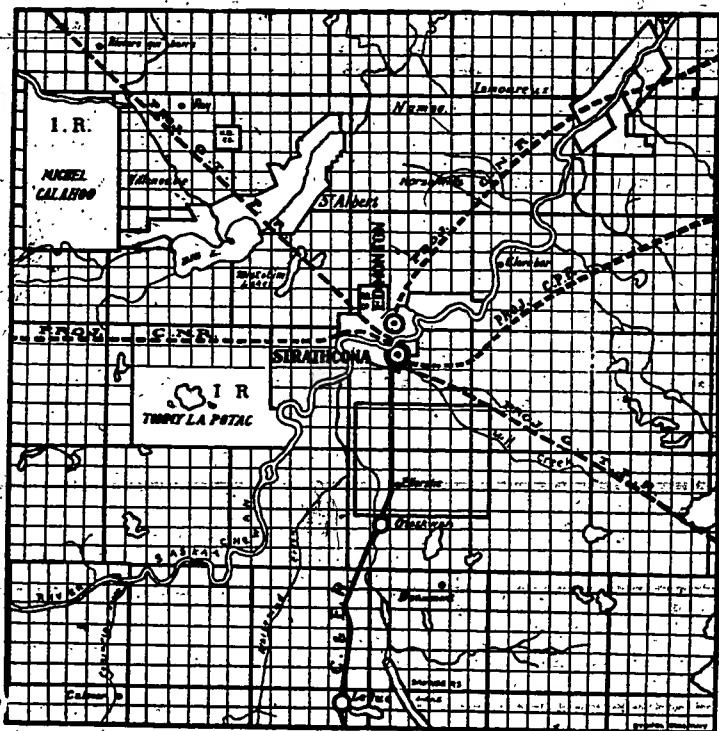
Safe Investment ?



The Town and District of

STRATHCONA, ALBERTA,

ARE WORTHY OF YOUR
CONSIDERATION.



MAP OF STRATHCONA DISTRICT
Showing the Railway Prospect.

Strathcona, Alberta. . .

Canada's G.O.M., Lord Strathcona, had little thought when he created the word "Strathcona"—for it was original with him—that he was coining a name that should almost rival in popularity that of our late lamented sovereign Queen Victoria. Probably the greatest and most lasting monument to the memory of Lord Strathcona will be the city which bears his name, already the metropolis of the Territorial and Dominion Electoral Districts of "Strathcona." We have here on the south bank of the great Saskatchewan River in Northern Alberta as yet only the foundations of that monumental city, but the foundations are broad and deep and a great structure will be built upon them. The materials are at hand and the builders are at work.

Strathcona is the northern terminal of the Calgary & Edmonton branch of the C. P. R., a rising young town of 2500 inhabitants, also the southern terminal of the Edmonton Yukon & Pacific, a section of the Canadian Northern Railway, and is a strategical point on the projected transcontinental line of the Grand Trunk Pacific and on the C. P. R.'s proposed north-western line. Here are gathered for shipment all the grain, cattle, hogs, coal and manufactured products of the far-famed Edmonton and Strathcona districts. Here are located most of the



WHYTE AVE., LOOKING EAST.

PHOTO BY TIGHE

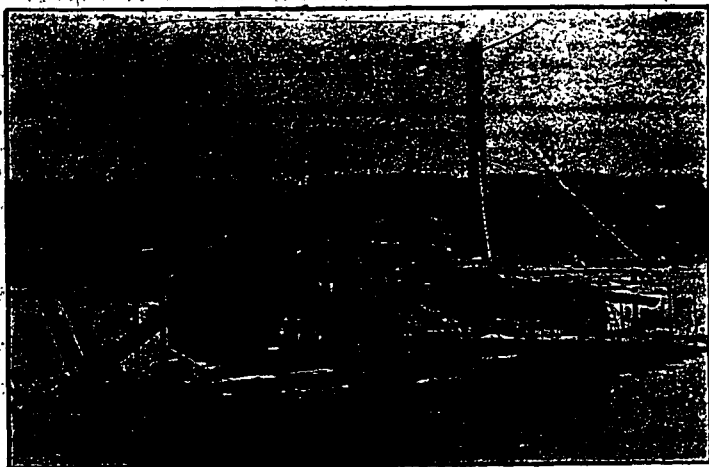
mills, packing houses and other industrial enterprises of this great region. From Strathcona are shipped thousands of live and dressed cattle, sheep and hogs to British Columbia and the Yukon, also a large proportion of the coal supplies of Calgary and the numerous towns along the C. & E. line. Here are the government immigration buildings, the government creamery and the customs.

HISTORICAL SKETCH.

By this time the reader has located Strathcona, and we trust is interested and anxious to know something about it and the reasons why it is a safe place for the investment of his money in real estate or industrial enterprise.

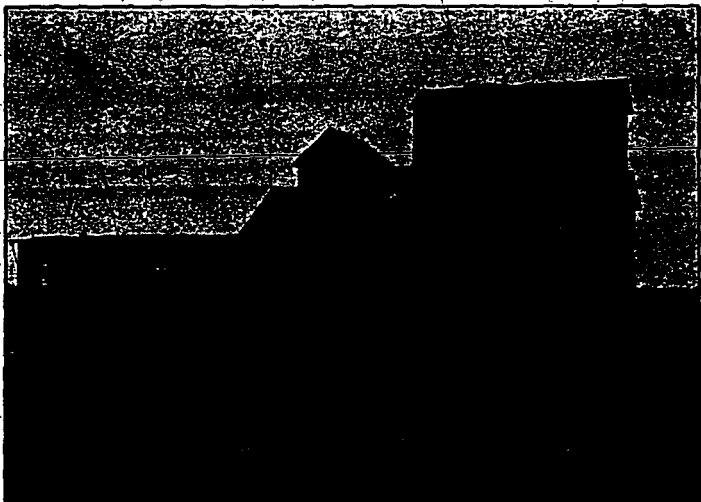
You want to know the history of the town. Twelve years ago three or four log cabins, the homes of pioneer settlers of the district, were the only habitations within the present corpora-

tion of Strathcona, and the iron horse had not got this far in his journey northward. In the summer of 1891 the railway arrived and the embryo town appeared; the C. P. R. hotel, still one of the best hostleries in the district, was erected, a postoffice called South Edmonton was established and a public school opened with twenty pupils. The Edmonton Milling Co. erected a roller process flour mill here, the first north of Calgary, and mercantile business of all sorts sprang up. But settlement was sparse, the settlers poor and an Indian reserve adjoined the town on the south, so development was slow. In 1894 the Reserve was opened for settlement and was invaded by a thrifty class of farmers, who soon became producers and the backbone of the town's local trade. Not until after the financial depression of 1895 had passed—which penetrated to this faraway corner of the continent—did the village begin to grow rapidly. About that time the Kootenay mining region of British Columbia began to open up and a good market for all our grain, meat and farm produce was established. Since that time Providence has smiled alike upon our farmers, ranchers and business men. During the rush to the Klondyke over the Edmonton trail this town enjoyed a large measure of the outfitting trade. Development has kept pace



GOLD DREDGE BUILT AT STRATHCONA.

PHOTO BY TIGHE



RITCHIE'S FLOUR MILL.

PHOTO BY TIGHE.

with immigration. One after another, new industries have been established, and to-day we produce here a greater value and variety of manufactured goods than any other town in the Northwest Territories. In 1899 the town obtained incorporation under the name of Strathcona, in honor, as we saw before, of Lord Strathcona and Mount Royal, High Commissioner for Canada in England and one of the builders of the great Canadian West. A conservative estimate of the population of Strathcona at the present time is 2,500. Our school enrollment has increased from 20 in 1892 to 500 in 1903. The permanent improvements of the town this season will total upwards of \$125,000.



NATURAL ADVANTAGES.

Nature has been kind to Strathcona in many ways, giving her not only a splendid town site but an abundance of excellent water for domestic and steam-producing purposes, as well as cheap fuel supply and specially good location for railway yards, shops and divisional equipment. We shall deal with these matters in order.

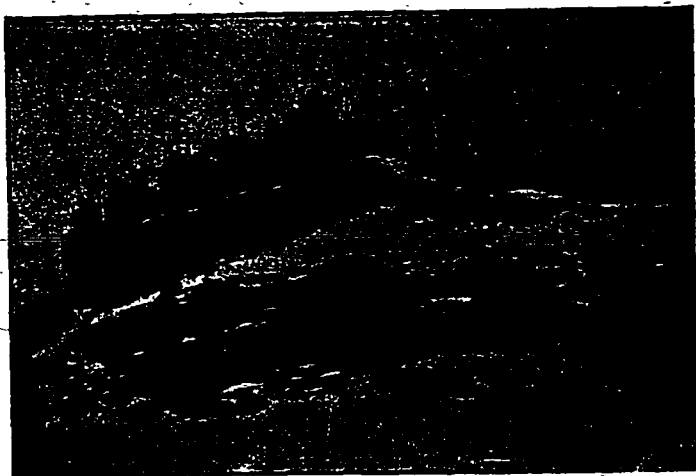
The town site lies high and level, 200 feet above the waters of the Saskatchewan river, which bound it on the north. On the east is a creek with a deep valley, toward which the east half of the town site slopes gently; thus ample opportunity for drainage is afforded, and the Saskatchewan would have to rise 200 feet to flood us out.

Everywhere throughout the town, at a depth varying from 20 to 35 feet, is found a stratum of gravel through which flows a strong vein of water, pure, sparkling, healthful and inviting to the taste. This is a decided advantage we have over



STRATHCONA BREWERY.

PHOTO BY TIGHE



FORTY FOOT COAL SEAM.

our sister town of Edmonton, just across the river, where the populace is dependent upon the daily rounds of the watertank man. This bountiful water supply has been a factor in locating several industries here and is a strong magnet for future enterprises.

We might mention here also water power, which is easily obtainable. About four miles up from Strathcona, on the same side of the river, is a never-failing creek, which reaches the river through a narrow ravine, and could be cheaply harnessed to produce electrical power for waterworks and lighting or factories.

*Cheap fuel is an essential in any industry, and that element we have here in abundance, excellent lignite coal in unlimited quantities all about us. Steam coal costs on an average the year round \$1.50 per ton, delivered; stove and furnace coal cost from \$2.50 to \$3.50 per ton delivered. Poplar wood is delivered at the mills for \$1.00 per cord. Coal underlies the whole district, but is only mined as yet where the river and creeks cut through the strata and make the coal easily obtained by side digging. Formerly coal drifts were run right under the towns, but this practice has been discontinued to prevent wrecking of buildings by caving. At the present time we get our coal supply from mines

one to ten miles distant. The seams worked are from four to nine feet in depth. We present herewith photogravure of a seam forty feet thick which is exposed to view a few miles up the Saskatchewan from Strathcona. This immense wealth of fuel lies practically untouched, but promises to give warmth and power to the future millions of the great prairie country to the east of us. The high level areas in the southern part of the corporation of Strathcona afford excellent sites for railway yards. The C. & E. Co. have reserved from sale several blocks of land for that purpose and everything points to this town becoming a chief divisional point of more than one of the projected railways of the future.

PUBLIC UTILITIES AND INSTITUTIONS.

Young as it is, there are few western towns of equal population so well equipped with the comforts and the conveniences of modern life as Strathcona. An up-to-date electrical plant lights the streets with 1,200 candle-power arcs and the business houses with incandescent lamps. This light plant is owned and operated by the town.

We have a fire equipment complete in every particular and a volunteer fire brigade of over fifty men. Several miles of sidewalk facilitate the travel of pedestrians about town and more miles of graded streets accommodate vehicles. The main thoroughfares are paved with the gravel tailings of one of the big gold dredges which operated just in front of the town. A telephone system connects us with Edmonton, St. Albert, Morinville, Clover Bar, Agricola, Ft. Saskatchewan, Ellerslie, Beaumont, Leduc, and a long distance phone is now being erected, which will shortly give us connection with Calgary and all points on the C. & E. line, greatly improving our facilities for transact-

ing business as a wholesale centre. The Canadian Northern runs several trains daily between Strathcona and Edmonton for the accommodation of both passengers and freight. Several bus lines also run between the towns at frequent intervals daily. Surveys for waterworks and sewerage systems have been made by the town this season and it is probable that in the near future these will be installed, in the meantime every householder has water supply pure, cold and delicious from his own well. Our schools are second to none in the Territories. The teaching staff now employed numbers ten and is constantly being added to. In 1894 a substantial brick school with four departments was built, and two years ago at a cost of \$20,000, another six-room school was added to the accommodation. The local agricultural society has a fine driving and athletic park in the suburbs of the town which makes splendid recreation grounds in summer. The Sabbath is honored and observed in Strathcona, and there are six churches in which one may worship—Presbyterian, Methodist, Baptist, Anglican, Lutheran and Roman



WALTER'S LOG DUMP UP RIVER

PHOTO BY TIGHE



HIGH SCHOOL

studies for the artist or the devotee of kodakery.

Catholic denominations being all established here. Several fraternal and philanthropic societies flourish here, the Masons, Odd Fellows, Foresters, Orangemen, Workmen, Sons of Scotland, Societies of Christian Endeavor, W. C. T. U. and others. We have here a charming diversity of scenery, some wild and grand, some quiet and peaceful, delightful

MANUFACTURES.

The Edmonton Milling Co.'s flour mill here turns out six brands of wheat flour, wheat granules, graham flour, bran, shorts and chop feed, doing an extensive business throughout the district and with the fur traders. The Brackman-Ker Milling Co.'s mills here make rolled oats, oatmeal, graham flour, whole wheat flour, pot and pearl barley, and find a market for their products throughout the Territories and in East Kootenay. Jackson Bros., machinists and iron founders, make to order all kinds of iron and brass castings; especially for mill machinery. Boiler work and machine repairs of every description are handled by them. John Walter's saw mills here will manufacture 3,000,000 feet of lumber this season into every size and shape the building trade calls for, from lath to dimension stuff, rough sheëting to fancy mouldings. W. H. Bedard & Co., tanners, make lace leather, shoe and harness leather, tan fur pelts, robes, etc. Pollard Bros. and P. Anderson & Co., have extensive brick making plants for the production of dry press and stiff mud brick, tile, fire-brick, etc. These firms employ about 75 men.

and besides an extensive local trade export brick to Vancouver, Kootenay and Southern Alberta. Three firms of pork packers and meat dressers have their establishments in the suburbs of Strathcona, viz.: J. Gainer & Co., The Vogel Meat & Packing Co., Ltd., The Gallagher-Hull Meat & Packing Co., Ltd. They are all engaged in the manufacture of bacon, hams, dried meats, lard, tallow, etc., the bulk of which is bought by the fur traders of the north and Pacific Coast dealers. F. Buhrer, shoemaker, manufactures not only to order, but for the trade, hand-made boots, shoes, shoe packs, etc., making a specialty of heavy winter footwear. The Strathcona brewing Company has built up a great business in the brewing of export lager beer, ale and porter and in the manufacture of malt for export. Near the bridge, on the Strathcona side of the river, is located the Government butter factory, which manufactures a quality of butter, second to none, which finds a market in Great Britain and the Klondyke. At Walter's yards are built all manner of things, including wagons, buckboards, bobsleighs, jumpers, sail boats, skiffs, ferry boats, steamboats and gold dredges.

OUR BUSINESS LIST.

INDUSTRIAL.

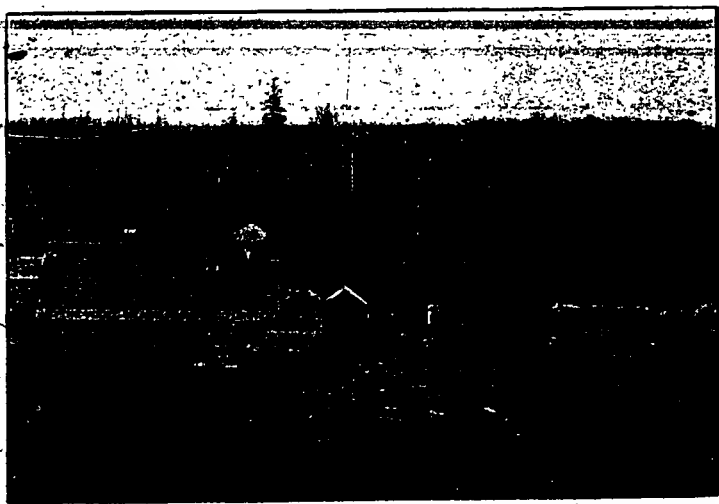
Six grain elevators (capacity 250,000 bushels), 8 flat grain warehouses, 1 flour mill, 1 oatmeal mill, 1 feed mill, 1 saw mill, 1 tannery, 1 foundry and machine shop, 1 boat and dredge yard, 1 wagon and sleigh works, 2 brick yards, 1 brewery and malt house, 1 newspaper and job printing establishment, 1 shoemaker, 1 public electric light plant, 2 private electric light plants, 5 blacksmith shops, 2 tailor shops, 3 dressmaking shops, 2 Chinese laundries, 3 barber shops, 4 carpenter shops, 2 bakeries, 1 photograph gallery, 1 pump factory, 1 plumbers' shop, 3 packing houses, 1 creamery, 1 steam laundry, 1 candy factory.

COMMERCIAL

Two banks, 6 general stores, 2 hardware stores, 1 furniture store, 4 implement agencies, 4 real estate and insurance agencies, 4 groceries, 3 confectioners, 2 book stores, 2 drug stores, 1 gents' furnishing store, 2 jewelers, 3 harness and saddlery stores, 5 hotels, 1 wholesale liquor store, 5 boarding houses, 5 liverys, 2 lumber yards, 3 restaurants, 1 second-hand store, 2 millinery stores, 2 wholesale produce dealers, 3 butcher shops, 1 horse dealer, 2 cattle and hog exporters, telegraph office, express office, bonded warehouse, 1 concert hall, 1 telephone exchange, 1 union railway station, engine house, coal shed, water tank, freight shed, ice house, stock yards, 1 gunsmith, 1 electrical supply store.

PROFESSIONAL

Six ministers, 4 doctors, 2 veterinarians, 3 law firms, 2 dentists, 2 music teachers, 1 architect, 1 elocutionist.

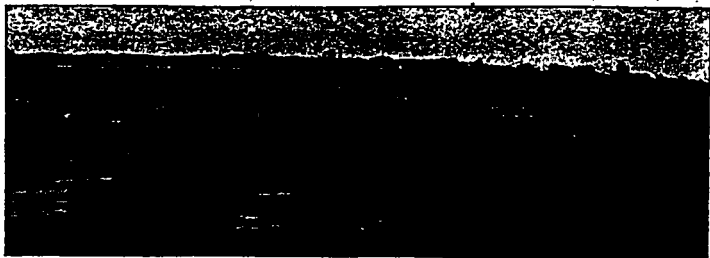


VOGEL PACKING HOUSE

PHOTO BY TIGHE

BUSINESS OPENINGS.

Strathcona wants every industry that the district can support. Sheep thrive well here, and there is an immense demand for woollen goods by the fur trade of the north. We have abundance of good pure water and cheap fuel, hence a woollen mill should be a good investment here. Immense quantities of wood suitable for pulp and the growing demand for paper throughout the West should make a pulp and paper mill a profitable enterprise here. The numerous butcher shops and packing houses in and about Strathcona, with the rapidly increasing population, supply the raw material and market for a soap factory. The last two years sugar beets were grown and tested in this vicinity and shown to bear a very satisfactory percentage of sugar, from



WALTER'S SAW MILLS.

PHOTO BY TIGHE

14 to 17 per cent. Further experiments are being made this year. Abundance of rich soil and a compact settlement about Strathcona, together with the prospect of becoming a railway centre, make it a good point for the location of a beet sugar factory. A wholesale grocery and provision house established here should do well. Our shipping facilities, including a jobbers' local freight rate, give us an advantage over any other point in the district for the transaction of wholesale trade in any line. A cold storage warehouse conducted by a wholesale produce merchant doing business with British Columbia mining towns should pay well. The supply of butter, eggs, poultry, fresh meats and vegetables here is abundant. The demand for these

commodities in British Columbia is immense, but the trade is hampered by the lack of heat and frost-proof storage at this the point of shipment. There is still untold wealth of gold dust in the Saskatchewan awaiting the operation of experienced dredge miners. No better business opening exists here than for a sash and door factory. Conditions are ripe for a biscuit factory which would grow with the development of the town and district. There is a great dearth of houses for rent in Strathcona. Real estate will never again be bought so cheap as now and investment in lots and houses to let would be money well and safely spent. These are a few of the good openings. The man with money to invest will find many others equally as good.

CLIMATE.

The popular idea that the further north you go the more severe the climate has been one of the strongest barriers to emigration to Northern Alberta, and yet the mildness of our climate is one of the strongest arguments in favor of settlement here. Winter storms are unknown and the torrid heat of summer, which almost every other state and province on the continent endures, is also unknown. Occasionally the mercury drops to 40 below in winter, but we have very little fur cap weather, and outdoor enjoyment is seldom interrupted. To the warm breezes which come over the mountains from the Japan current of the Pacific is attributed the mild winter climate which we enjoy. They sweep down the eastern slope soft and balmy, licking up the snow, and we call it a chinook. Here the snow is seldom all taken, as happens frequently in Southern Alberta. Usually we get enough of the beautiful for sleighing, but not a great depth. Horses roving at large all winter grow fat on the grass and stubble they can paw from under the snow. Cattle require some shelter and feed in severe weather. When the snowfall is light the feeding season is not longer than a month or two.

RECREATIONS.

The delightful and invigorating temperature makes winter sport most popular, and Strathcona is not behind in that. Last winter her hockey teams—seniors, juniors and small boys—held the laurels for the district. The long sunny days of summer give an appetite for sport and recreative outing which every one enjoys. Tennis, golf, baseball, football, lacrosse, cycling, riding, and driving are the popular pastimes. For the sportsman the country has charms in the abundance of game. Chickens, partridges, ducks, geese, swans and deer abound within easy reach of town. For the retired business man with money for investment and a desire to live comfortably in touch with his investments Strathcona has a home.



BRACKMAN-KER OATMEAL MEAL

PHOTO BY TIGHE

RESOURCES OF THE DISTRICT.

After all, Strathcona never could be anything without the wonderful agricultural and mineral resources of the surrounding district. Our richest heritage is a vast area of land of marvelous fertility which under cultivation produces grain and vegetable crops unsurpassed in quality and yield. Oats, wheat and barley are our staple grains. The average yield per acre for these in Northern Alberta is: Wheat, 25 bushels; oats, 60 bushels; barley, 40 bushels. Yields of 100 bushels per acre of oats are common. Flax does well here. Potatoes and all kinds of vegetables yield immensely. Bees thrive well and produce

great quantities of honey from the wild blossoms. Ranch cattle are most profitable, being cheaply kept and bringing good prices at all seasons. Dairying is one of the best industries we have. Pork is cheaply produced and always brings a good price. Poultry and eggs find a ready market and the supply has never been equal to the demand. The immense coal deposits have been referred to and likewise wood for fuel and pulp. Timber suitable for lumber—mostly spruce and tamarac—is abundant up the river from Strathcona. The Saskatchewan is gold-bearing for a distance of 100 miles up stream from Strathcona and 200 miles down stream. Some fifty miles up the river is a sandstone quarry which promises to be a base of supply for building stone in the future. Last, but not least, are thousands of acres of choice land for farmers and investors within easy reach of Strathcona.



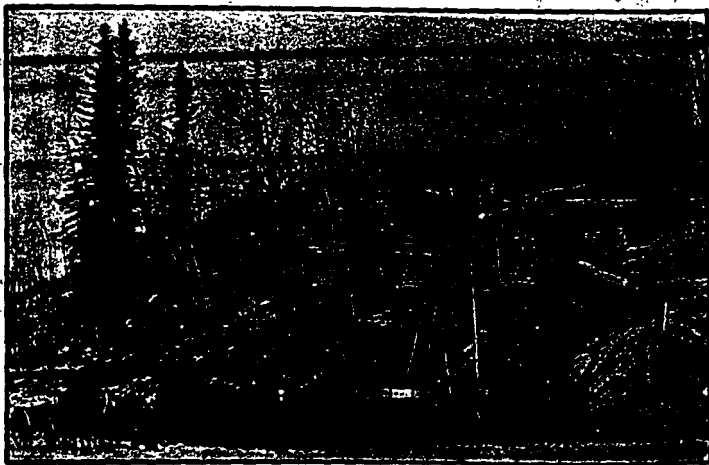
APRIL DELIVERY

PHOTO BY TIGHE

WHAT OF THE FUTURE?

The immigration department estimate that fully 100,000 people will settle in the Canadian Northwest this year. Northern Alberta's fame for climate and fertility will bring a large proportion of them here, and there is room for millions. Development of this district is only beginning. Farms that are sold at \$5.00 per acre in Alberta to-day will bring \$25 per acre ten years hence, and they are now worth to the owner in power of production twice what high-priced lands are in the old states and provinces. Now is the time to invest and multiply your capital.

An eastern town of 2500 inhabitants has nothing to hope for but existence in the same old rut. The charm of life in a western town having a strategical position in the commerce of a grand blooming district is the assurance of future greatness. It is the morning of life, and we see just ahead the glory of the sun in his might. The climate is all right, the soil is rich; there is immense mineral wealth, but their value to the individual is dependent upon transportation facilities. We grant you that



CLOVER-BAR COAL MINE, 9 FT. SEAM

PHOTO BY TIGHE

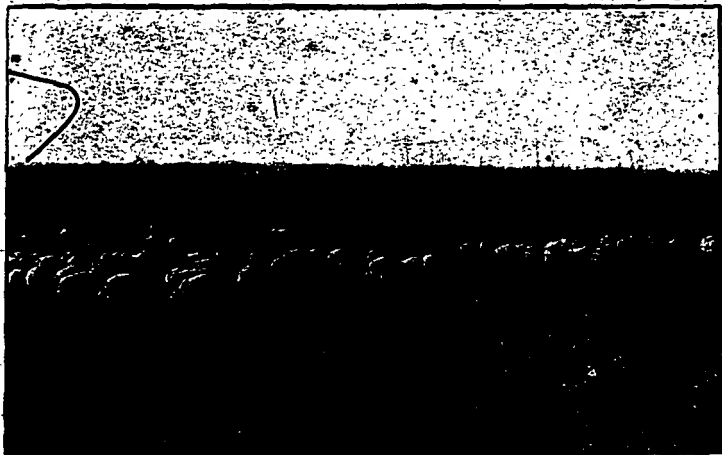


PHOTO BY TIGHE

Strathcona or any other town is very much at the mercy of the railways. We have the Calgary & Edmonton line and we have the Canadian Northern. The C. P. R. has recently acquired the C. & E. line and has decided to span the Saskatchewan river here with a high level from high bank in Strathcona to high bank in Edmonton. They purpose construction in the near future of a line from some point in Assiniboia on their main line in north-westerly direction to Strathcona which is bound to be the chief divisional point. The Grand Trunk Pacific surveys are but begun hence we cannot determine positively where their line will cross the Saskatchewan enroute to Peace River or to the Yellow Head Pass. All projections and the preliminary surveys now in progress show the crossing to be at Strathcona, which appears to possess the most feasible and practicable site. A reference to the map embodied in this pamphlet will show the prospective railway situation. All these railways promise completion within five years from this date. That is why now is the time for profitable investment. Buy on the low but rising tide. In their westward course these railways, the C. N. R., G. T. P. R. and C. P. R. will open a great rich country and will fill

it with prosperous farmers. Towns will spring up, creating new markets for our manufactures and our coal. Already thousands of tons of freight are being shipped down the Saskatchewan from Strathcona to the new colonies along the river. Kootenay will still be the market for Eastern Alberta's products and transfer from the C. P. R., the C. N. R. and the G. T. P. R. to the C. & E. R. will be made right here. But this region will not reach the height of its prosperity until the G. T. P. and the C. N. R. have pushed on past us into the mountains and have tapped the "Golden Cariboo," the mineral wealth of the Upper Peace and have touched the Pacific at Port Simpson and Bute Inlet. The hungry miners of Cariboo, Omineca and Cassiar and the yet unborn cities of the north coast of British Columbia will be fed by the farmers of Alberta and will make us a market that cannot be invaded by any rival. Strathcona will be the supply depot.

For further information
regarding investments in Strathcona than is found
in this pamphlet the reader is directed to
address the Secretary of the
Strathcona Board of
of Trade.

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